



# Sudan Media Landscape



# Country Overview

SOUTH SUDAN SECEDED FROM SUDAN IN 2011 AND BECAME THE 54TH INDEPENDENT STATE OF AFRICA



CAPITAL  
**Khartoum**  
GDP  
**\$30.51 billion**

REGION  
**Africa**

POPULATION  
**44,909,353**

GDP PER CAPITA, PPP  
**\$441.51**

AREA  
**1,886,068 SQ.KM**

The geography of Sudan is generally flat with mountains in the east and west and annual flooding in the south due to the Nile River system.

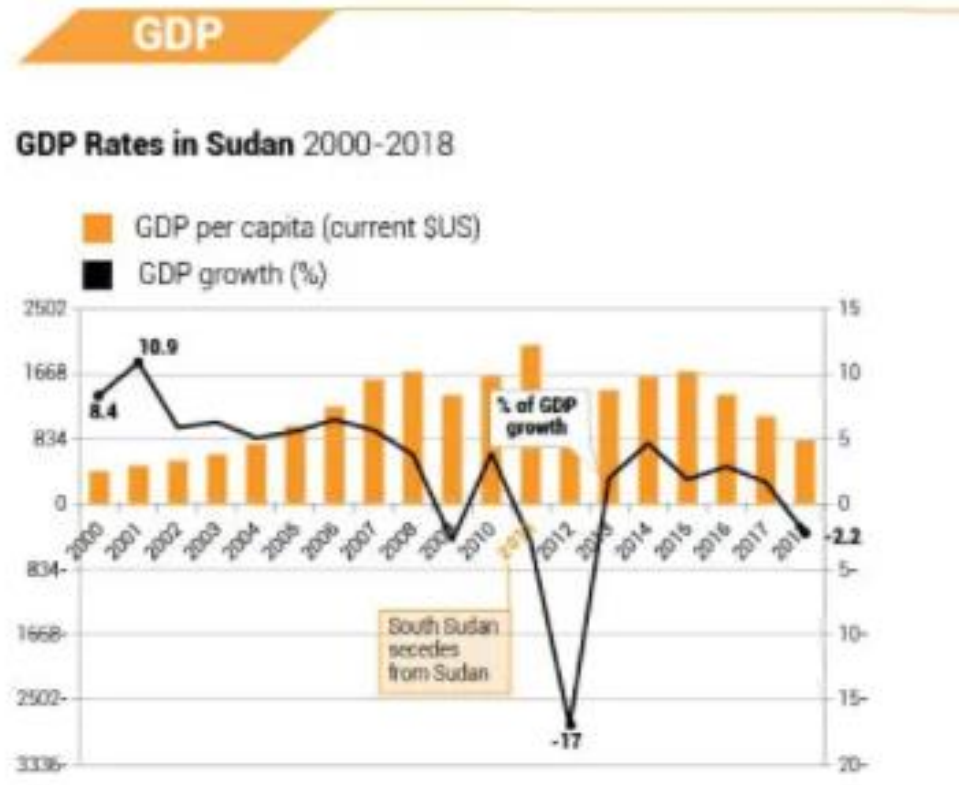
Historically, agriculture remained as the main source of income and employment in Sudan, making up a third of the economic sector. Despite this strong agricultural orientation, oil production drove most of Sudan's post-2000 growth.

Spoken languages are Sudanese Arabic, the predominant language in the country, and Beja (Bedawi) spoken along the Red Sea

# Economic Overview

SUDAN TO SPEND 60% MORE IN 2021 IN ITS BID FOR ECONOMIC GROWTH

## Snapshot of Sudan's Economy



**GDP Composition by Sector of Origin in Sudan 2017**



- Sudan will raise spending by SDG 1.02 trillion in 2021 as the transitional government strives to return the economy to growth.
- Revenue is seen growing by an even larger proportion to SDG 938.2 billion
- About SDG 137 billion or 12.4% of spending, is earmarked for education
- The ongoing democratic transition, which has been welcomed by the international community could change the economic future of Sudan for the better

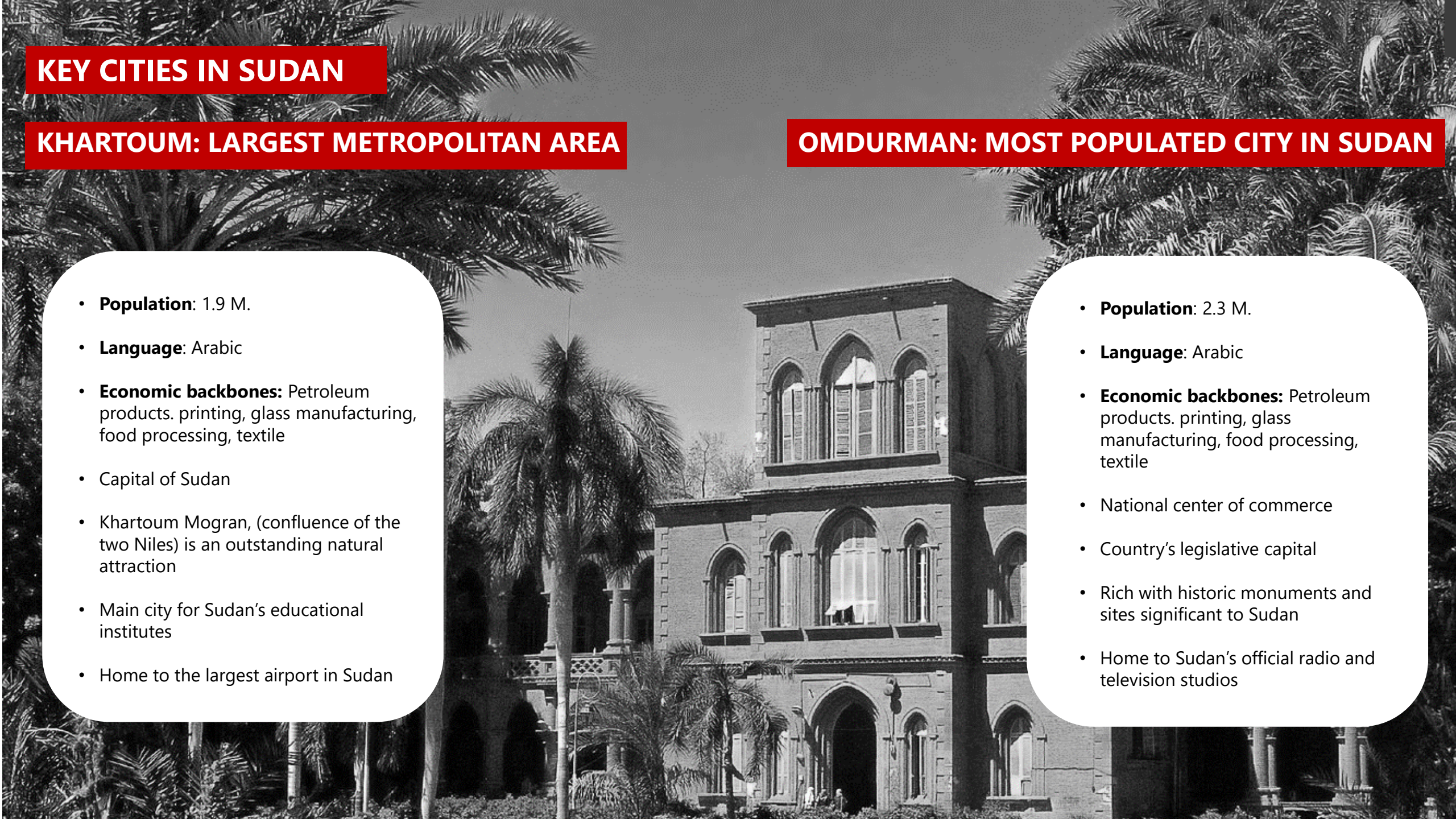
## KEY CITIES IN SUDAN

### KHARTOUM: LARGEST METROPOLITAN AREA

- **Population:** 1.9 M.
- **Language:** Arabic
- **Economic backbones:** Petroleum products, printing, glass manufacturing, food processing, textile
- Capital of Sudan
- Khartoum Mogran, (confluence of the two Niles) is an outstanding natural attraction
- Main city for Sudan's educational institutes
- Home to the largest airport in Sudan

### OMDURMAN: MOST POPULATED CITY IN SUDAN

- **Population:** 2.3 M.
- **Language:** Arabic
- **Economic backbones:** Petroleum products, printing, glass manufacturing, food processing, textile
- National center of commerce
- Country's legislative capital
- Rich with historic monuments and sites significant to Sudan
- Home to Sudan's official radio and television studios



# Media Consumption Overview

SOCIAL MEDIA IS GROWING AS AN INDEPENDENT PLATFORM ATTRACTING LARGE AUDIENCES IN SUDAN



174

Press freedom  
ranking



28.5 %

Internet  
penetration



155

Peace index  
ranking



N/A

Most trusted  
medium



N/A

Net trust index



Presidential  
Republic

Government  
type



35.2% of households  
own a radio



Terrestrial television is the  
dominant platform  
compared to satellite dish



Public seek alternative source  
of information as print is  
centralised



Online media usage is  
flourishing as consumers are  
hungry for alternative  
sources of information

# Television

TELEVISION IN SUDAN HAS A LOW PENETRATION OF AROUND 17%

## The most popular TV channels in Sudan



Sudan TV: Country's national television network



Omdurman TV: a private channel based in Sudan



Ashorooq TV: Private Sudanese channel that broadcasts out of Dubai Media City in the UAE



Blue Nile Channel: Mainly broadcasts entertainment and cultural programming, and avoids overly political content

Satellite dishes were common in affluent areas and pan-Arab television stations were popular

Television broadcasts are monopolized by the Sudan Radio and Television Corporation, a government owned network

Some private channels have been granted the right to broadcast from outside the country

# Radio

MOST UBIQUITOUS MEDIUM IN SUDAN BECAUSE IT CAN REACH FAR RURAL AREAS

National stations, both public and private, broadcast mainly out of Khartoum or Omdurman

There are more than 18 state radio stations, and they are funded and supported by the government

The government retains at least a 15 percent stake in all radio channels

Most commercial channels tend to air music and entertainment programming, avoid material that would likely attract censorship



Sudan Radio: Broadcasts for 24 hours a day and serves as a primary outlet for the Sudanese government



Radio Dabanga TV: a shortwave station broadcasting to the Darfur region, in cooperation with Dutch nonprofit group Free Press Unlimited



Mango 96 FM: Privately-owned commercial station that air music and entertainment programs

# Print

NEWSPAPER CIRCULATION FIGURES HAVE BEEN FALLING STEADILY WHILE COVER PRICES HAVE RISEN

- According to 2017 report, there are a total of 45 newspapers (29 political newspapers, 10 sports newspapers and 6 entertainment newspapers)
- In the 2010s, the government of Sudan sought to control the press through ownership rather than simply censorship
- In 2016, the newspaper distribution had declined by 21%
- The daily circulation in 2016 was 25,000 copies for the top state-owned 3 newspapers



Al-Ra'y al-Amm - the oldest newspaper in Sudan founded in 1945



Al Jazeera is the most recent arrival, established in 2011. The paper became a refuge for journalists and has been confiscated several times since its inception



Khartoum Monitor is the only private English-language newspaper in Sudan. The newspaper is known for its independent news and its refusal to accept the censorship policy

# Outdoor Advertising

OOH HAS THE HIGHEST REACH AND IS MOST EFFECTIVE IN THE URBAN AREAS

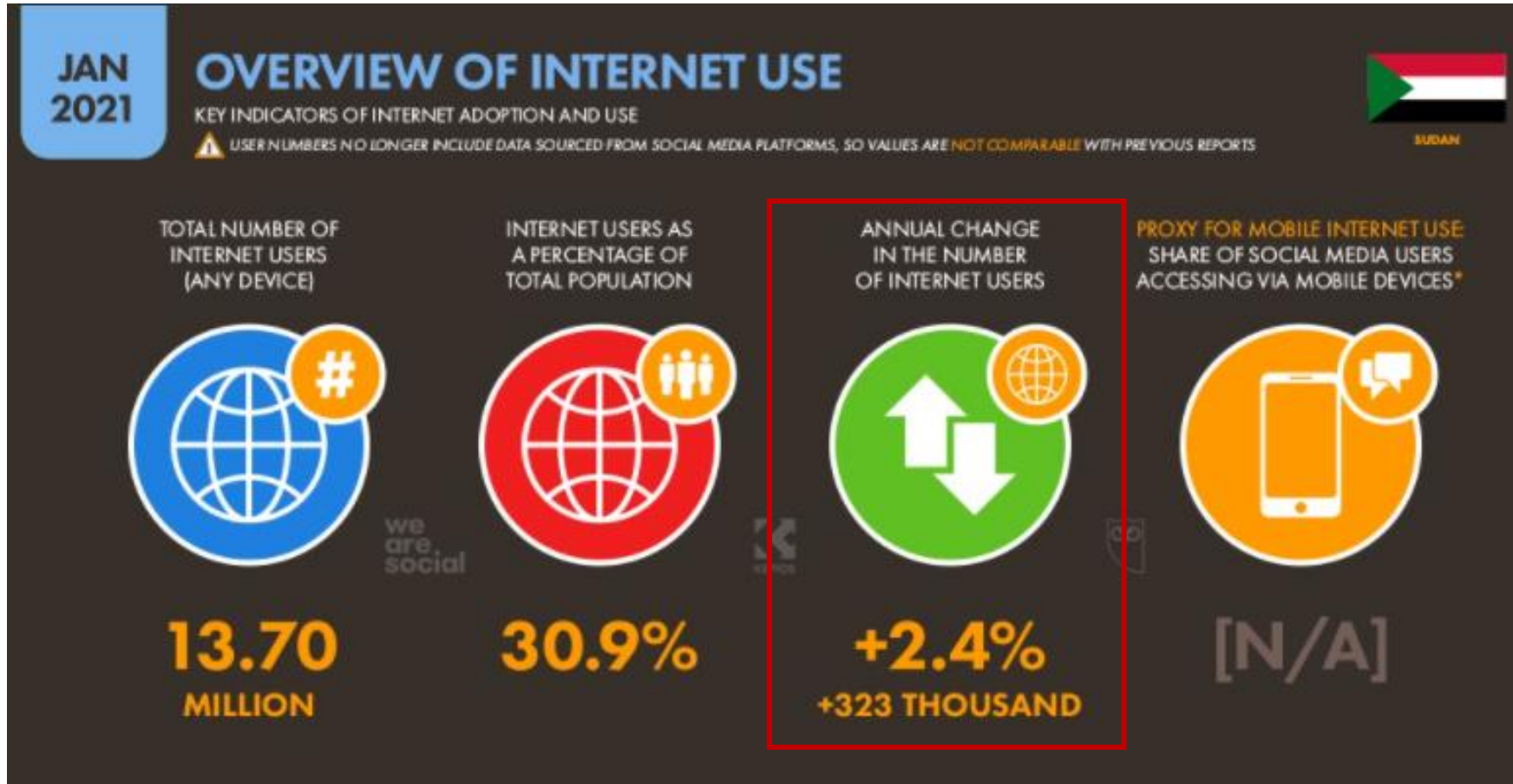


## Top Sites in Sudan

1. Nile Street, Khartoum
2. Area around Nilian Mosque, Al Morada Street, Omdurman
3. Area around University of Khartoum
4. Omdurman Market
5. Area around Al-Rikini Mosque, Khartoum

# Digital Overview

THE NUMBER OF INTERNET USERS IN SUDAN INCREASED BY 323,000 BETWEEN 2020 AND 2021



- Human rights and political activists are finding greater benefit from the free online space on social media
- In 2017, 7.1 percent were Facebook users, while 7.76 percent were using Twitter which became popular among young people during civil disobedience actions
- In 2016, 93 percent of the mobile users in Sudan used WhatsApp to communicate and share content for a variety of reasons

# Let's Discuss

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